



CUSTOMER LUNCHEON . . . Officials of Akron Torrance and the chain met last week to exchange ideas about operations of the store. From this and similar luncheons, Akron officials hope to gain valuable knowledge of how their store is serving the public. Questions and answers, discussions of merchandise and display, and general information on operation of the popular Akron stores highlighted the post-luncheon discussion.

Akron Officials, Customers Exchange Ideas

The Akron Customer Luncheon is a simple formula: take a convivial group of regular customers from the Akron Torrance store, add several representatives of the company and mix liberally in an atmosphere of good food and relaxation. Then open the floor for discussion, and what emerges is a valuable exchange of ideas about how a thriving and aggressive business is operated.

"WE LIKE to go to our customers for their thoughts," states Richard Hadel, general manager of the six-store chain. "We see our company from the inside, of course. We think it's important to know how we look from the outside, from our customers' point of view. These Luncheons help us to find out."

Recent took place last week at the Plush Horse Inn in Redondo Beach. Following luncheon and introductory comments by Hadel, the floor was opened for a free-wheeling discussion. And free-wheeling it was. Questions, suggestions, criticisms, explanations. All were carefully recorded for subsequent examination by Akron management.

Comments ranged from the Bermuda shorts worn by Akron salesmen to the lambsy trumpets which the Akron imports from Tibet. The Akron way of doing business arouses much curiosity and friendly interest . . . and the spirited discussion covered the wide plateau of the Akron operation.

Akron Customer Luncheons have proven to be a mine of good ideas. It was a customer who first suggested the use of shopping carts in the stores. And a schoolteacher back from a tour of Italy first proposed that the Akron offer women's fashions from that country.

Odd Fellows Install New Noble Grand

Trio Odd Fellows Lodge No. 495 installed officers for the coming year at the Torrance Masonic Temple, 2326 Cabrillo Ave., Wednesday evening. The meeting was called to order by the outgoing Noble Grand, Walter Milburn, at 8 p.m. and the District Deputy Grand Master and staff of Santa Ana were the installing staff.

chosen as the noble grand for the ensuing term and his official family consists of Howard Mangan as vice grand, Walter Milburn as past grand, John Ferguson, secretary and Hubert Taute, treasurer. Hurley selected to assist him the following: Frank Starin, warden; Joseph Lemerix, conductor; Gary MacLean, chaplain, and inside and outside guards, Andrew Branagh and Warren Powers.

Right and left supporters of the noble grand are Charles Merryman and Ernest Litterell. Right and left supporters of the vice grand are Forest Perkins and George Jennings, while right and left scene supporters are Edwin Coburn and Arthur Caryl. The dining room was under the supervision of the Torrance Rebekah Lodge.

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COMPARING BRAIN . . . As part of science studies in Cecil Paschall's seventh grade class at Madrona School, Torrance, youngsters dissected a sheep's head. Learning about various body organs, youngsters compared the size of a sheep's brains with those of the human. Learning why man is a higher animal are Marilyne Standley, Kenny Ihara, Paschall, and Keith Stowell.

Seventh Grade Class Studies Brain Powers

What makes a man smarter than animals? That's a question which members of Cecil Paschall's seventh grade class at Madrona Elementary School can answer as the result of some scientific work in physiology done in science. The youngsters dissected a sheep's head to study the brain and nervous system. Youngsters learned that one

of the main differences in the brains of man and animal is that the human cerebrum is more highly developed and is larger. Man, they learned, has a large brain, when compared with the total size of his body. Their teacher has received two National Science Foundation Scholarships for summer work, spending one summer at

DePauw (Ind.) University and another at St. Cloud (Minn.) College. The award is given to top students for special study in science and related subjects.

Pop Concert February 9

The second annual Winter Pop Concert will be given on Thursday, Feb. 9, at 8 p.m. in the North High School Gymnasium. The 66 piece Saxon Concert Band is under the direction of Mr. Robert Jones.

Tickets for the concert will go on sale the latter part of January. Adult tickets are 50 cents. Tickets will be sold at the door the night of the performance.

Some of the numbers to be presented include "Poet and Peasant" Overture by von Suppe, "Sandpaper" Ballet by Anderson, "La Mascarada" by Walters, and the "Student Prince" Overture by Romberg. A clarinet trio composed of Sinclair Cleveland, Bill Largent and Dave Lippman will perform "Three Blind Mice."

"It's nice for children to have pets—until the pets start having children."

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Torrance Herald